

## ABSTRACT OF THE DISCLOSURE

An automated lost property recovery and marketing system and program managed by an administrator to create a database of participants to provide targeted promotions and advertising of goods/services of a

- 5 corresponding sponsor to a defined universe of targeted participants including a database function to create and maintain the database of targeted participants, a lost property recovery function to return lost property to a participant having lost property and a promotions and advertising function to selectively communicate promotional information to the defined
- 10 universe of targeted participants.